



Multi-State Information Sharing and Analysis Center (MS-ISAC)

**October 2007
Cyber Security Awareness Month
Cyber Security Toolkit**

Instructions for Printing and Customized Branding

The Toolkit is designed to promote the delivery of a consistent cyber security awareness message by reinforcing core themes in practical, informative, entertaining, and usable ways. These instructions are being provided to assist your state in any reproductions and/or customized branding you may wish to do. These instructions are provided as a general reference – for more detailed assistance on customization and reproduction, you may need to consult with your Graphics Department.

The vendors listed below reproduced the MS-ISAC Toolkit material. The vendor specifications and contact information are being provided to you as a reference only, should you chose to reproduce and/or customize the Toolkit materials and wish to use the vendor listed.

We invite you to take advantage of the toolkit materials. We encourage you to brand these materials by placing your state's name and logo on the materials and distributing them widely.

Cyber Security Awareness Calendar

The Cyber Security Awareness calendar has been created in Microsoft PowerPoint.

Branding Instructions - You may place your state's logo on the top or bottom page of each month. All disclaimer language, which is incorporated at the end of the calendar, must be included in all reproductions. In addition, all graphics, logos and text must be included on customized reproductions.

Vendor Specifications and Contact Information – Below are the specifications to provide the vendor for calendar reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:

Size: 8-1/2 x 11

Pages: 24 text pages plus cover – Total 28 pages

Stock: 100# gloss cover

80# gloss text

Ink: 4/4 process printing

Prep: Disk supplied

Proofs: Color proofs – to be included in price

Bindery: Saddle Stitch---Drill hanger hole

Packing: Convenient Cartons or Shrink-wrapped Bundled in 100's

Vendor Contact Information:

Dodge Printing LLC

2332 Bleecker Street

Utica, NY 13501

Phone: 315-735-5964

Cyber Security Awareness Posters

Branding: State branding can be applied to the posters at the bottom in the yellow highlighted area. The MS-ISAC logo, name and URL must be incorporated on all posters. Poster pdfs for layout and design when branding and customizing are also included on the CD. In addition, all graphics, logos and text must be included on customized reproductions.

Below are the specifications to provide the vendor for poster reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:

Item: Cyber Security Posters

Quantity: Four (4) separate versions

Cover: 80 # Gloss

Pages: Printed one sided

Size: 11 x 17

Ink: four color process

Bleeds: Yes

Bindery: Trim, (each separate) not folded

Proof: to be included in price

Packaging: four different posters shrink paper wrapping in bundles of 100

Vendor Contact Information

Velocity Print Solutions

705 Corporations Park

Scotia, NY 12302

Phone: 518-370-1158

Cyber Security Awareness Bookmarks

Branding: State branding can be applied to the bookmarks on the back of the bookmark. The MS-ISAC logo, name and URL must be incorporated on all bookmarks. Bookmark pdfs for layout and design when branding and customizing are also included on the CD. In addition, all graphics, logos and text must be included on customized reproductions.

Below are the specifications to provide the vendor for bookmark reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:

Item: Cyber Security Bookmarks

Quantity: Four (4) separate versions

Cover: 80 # Gloss – white paper

Pages: Printed 4/4 with varnish

Size: 2-3/4 x 8-1/2

Ink: four color process

Bleeds: Yes

Bindery: Trim, (each separate) not folded

Proof: to be included in price

Packaging: four different bookmarks shrink plastic wrapping in bundles of 100

Vendor Contact Information:

Lane Press

11 Kairnes Street

Albany, NY 12205

Phone: 518-438-7834

Guidelines for Information Security and Internet Usage Brochure

Branding: State branding can be applied on the front of the brochure. The MS-ISAC logo, name and URL must be incorporated on the brochure. In addition, all graphics, logos and text must be included on customized reproductions.

Cyber Security Awareness Brochure for Children

Branding: State branding can be applied on the front of the brochure. The MS-ISAC logo, name and URL must be incorporated on the brochure. In addition, all graphics, logos and text must be included on customized reproductions.

Internet Kids Pledge Contract

Branding: State branding can be applied on the front of the brochure. The MS-ISAC logo, name and URL must be incorporated on the brochure. In addition, all graphics, logos and text must be included on customized reproductions.

State Cover Letter Template for Toolkit Distribution

No branding instructions required.

Governors' October Cyber Security Awareness Proclamation Template

No branding instructions required.

Archived National Webcast Initiative Broadcasts

National Webcast Initiative Broadcasts are saved as a wmv file. WMV files can be viewed by downloading a media player.